

Message Text

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ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 AGR-10 CIAE-00 INR-07 LAB-04

NSAE-00 SP-02 STR-04 TRSE-00 CIEP-02 FRB-01 OMB-01

/049 W

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P R 271510Z MAY 75

FM AMCONSUL CASABLANCA

TO USDOC WASHDC PRIORITY

NFO RUEHEG/AMEMBASSY CAIRO PRIORITY 026

AMEMBASSY DAMASCUS PRIORITY

SECSTATE WASHDC 3500

AMEMBASSY RABAT

UNCLAS CASABLANCA 0382

E.O. 11652: N/A

TAGS: BEXP, MO

SUBJ: TEXTILE EQUIPMENT TRADE MISSION: MOROCCO

FROM MISSION DIRECTOR FOR USDOC CAGNE AND/SAD

1. SUMMARY: EXHAUSTIVE MOROCCAN PROGRAM WELL ORGANIZED BY POSTS AND ADVANCE OFFICER, FULL APPOINTMENT SCHEDULES FOR MEMBERS, CLEAR EXPRESSIONS OF INTEREST BY GOM AND PRIVATE SECTOR, GOOD SALES AND AGENCY PROJECTIONS, AND COOPERATION/CAMARADERIE BETWEEN MISSION MEMBERS MADE MOROCCAN STOP A RESOUNDING SUCCESS. ALL MEMBERS ACHIEVED THEIR ORIGINAL OBJECTIVES, AT LEAST PARTIALLY. END SUMMARY.

2. IN FRENCH-DOMINATED, EUROPE-ORIENTED IF OTHERWISE OPEN MARKET ECONOMY, MANY MISSION MEMBERS WHO HAD CONSIDERED MOROCCO THE LEAST IMPORTANT OF OUR THREE STOPS REPORT PLEASANT SURPRISE AT SIZE AND SOPHISTICATION OF MOROCCAN TEXTILE INDUSTRY, AND POTENTIAL SALES OPPORTUNITIES TO PRIVATE AND GOVERNMENT PLANTS, INCLUDING AT LEAST FIVE NEW TURNKEY FACILITIES.

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3. AMONG MEMBERS LOOKING FOR FIRST OR NEW AGENTS, HOLLINGSWORTH

APPOINTED AGENT ON SPOT AND ASHWORTH, CONSOLIDATED, ROCKWELL/DRAPER AND WEST POINT EXPECT APPOINT AGENTS WITHIN 12 MONTHS. COLEMAN, LENDT AND MORRISON HAVE QUOTE LEADS UNQUOTE FOR AGENTS AS RESULT OF APPOINTMENTS HERE.

4. SALES PROJECTIONS: MANY MEMBERS POINT OUT THAT IMMEDIATE SALES AS RESULT OF FIVE DAY VISIT ARE RARE FOR THEIR EQUIPMENT, AND FURTHER THAT THEIR ESTIMATES ARE GUESSTIMATES: IMMEDIATE SALES NONE, 12 MONTH S PROJECTIONS: \$1.4 MILLION, 24 MONTH PROJECTION (BY TWO FIRMS) \$1.8 MILLION. SALES LEADS: 43.

5. NAME OF GAME IN MOROCCO IS LOCAL REPRESENTATION BY MOROCCAN AND HIS STEADY CULTIVATION BY HOME OFFICE INCLUDING SUPPLY OF FRENCH LANGUAGE CATALOGS. IMPORTANCE OF THIS UNDERSCORED BY PRIVATE AND PUBLIC SECTOR CONTACTS WHO IN SEVERAL FRANK EXCHANGES MILDLY REBUKED US INDUSTRY FOR IGNORING THEM. PRIVATE PLANT MANAGERS ARE HABITUALLY CONTACTED BY AND BUY FROM LOCAL AGENTS OR AT LEAST FROM FRANCOPHNE LITERATURE. IN SOME INSTANCE, GOM TENDERS ARE NOT PUBLICIZED BUT ARE SENT ONLY TO LOCAL AGENTS BOTH FOR EQUIPMENT AND TURNKEY PLANTS.

6. PROGRAM INCLUDED FOLLOWING:

SUNDAY: INFORMAL MEETING WITH CONGEN BRUBECK AT HIS RESIDENCE FOLLOWING BY BRIEFING BY ADVANCE OFFICER AND POST CONTROL OFFICER, WHICH OFFERED OPPORTUNITY FOR SUGGESTIONS AND CHANGES ELICITED FROM MEMBERS MONDAY: GROUP TARVEL TO RABAT FOR BRIEFING BY AMBASSADOR NEUMANN AND STAFF, LUNCHEON ADDRESS BY LARRY MCDOWELL, RALPH LOPER CO., TEXTILE CONSULTANAT TO GOM, MEETING WITH MUSTAPHA R'MILI, CHIEF DE SERVICE DE S INDUSTRIES REXTILE, MINISTRY OF COMMERCE, AND RECEPTION HOSTED BY CONGEN BRUBECK AND MISSION DIRECTOR WITH ABOUT 60 RELEVANT MOROCCAN GUESTS. TUESDAY: MEETING WITH MOHAMED IDRISI, PRESIDENT OF MOROCCAN TEXTILE INDUSTRIES ASSOCIATION, GROUP VISIT TO INTEGRATE MILL, ICOMA, AT MOHAMMEDIA, AND AFTERNOON APPOINTMENTS. WEDNESDAY: GROUP TRIP TO FES, INCLUDING VISIT TO COFITEX COTTON AND SYNTHETIC SPINNING MILL, LUNCHEON WITH MOHAMED BENCHEKROUN, PRESIDENT OF FES C OF C FOLLOWED BY GROUP MEETING WITH SIX TEXTILE COMPANY REPS AT CHAMBER OFFICE, THURSDAY: INDIVIDUAL APPOINTMENTS ALL DAY IN CASABLANCA, AND PRESS INTERVIEW.

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7. THE FOLLOWING SHOULD BE THEATED AS BUSINESS CONFIDENTIAL AND SHOULD NOT BE DISSEMINATED. AS RESULT OF ICOMA PLANT VISIT, HOLLINGSWORTH AND RANDO PLAN IMMEDIATE QUOTATION ON 12 TO 20 CARDS WORTH APPROXIMATELY \$500,000. AMATEX REP SAYS THERE WERE MORE PROSPECTS THAN EXPECTED FOR TURNKEY PLANTS, BUT FOR COMPETITIVE REASONS DOES NOT WANT THESE OPPOR

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TUNITIES DIVULGED. ALSO, IN WHAT MAY BE A TRADE MISSION FIRST, AS RES
ULT
OF ACQUAINTANCE ON THIS MISSION, ONE MEMEBR IS CONSIDERING MAKING
ANOTHER MEMBER HIS EXPORT REPRESENTATIVE.

8. PROGRAM WAS TIGHTLY STRUCTURED AND APPOINTMENT SCHEDULES FULL, BO
TH
AS RESULT OF INTEREST BY MOROCCANS AND SOUND ORGANIZATION BY POSTS AN
D
ADVANCE OFFICER. INDIVIDUAL APPOINTMENTS EXCEEDED 130, WITH 3 MINIMUM
AND 14 MAXIMUM. NUMEROUS MEMBERS POINT OUT THEY HAD NO FREE TIME BUT
THAT THIS IS WHAT THEY WANTED. TWO MEMBERS (CONSOLIDATED AND ROCKWELL
)
DECLINED FES TRIP IN ORDER KEEP ADDITIONAL APPOINTMENTS AND IN ONE CA
SSE
MADE OWN PLANT VISIT. COOPERATION BY CONGEN, WHICH PROVIDED BULK OF
BACKSTOPPING, AND EMBASSY RABAT WAS EXEMPLARY, ESPECIALLY BUT NOT LIM
ITED
TO PERSONAL VISA SERVICES FOR TWO MEMBERS WHO DID NOT HAVE EGYPT/SYRI
A
VISAS.

9. PROGRAM JUDGED EXELLENT BECAUSE OF MIX OF PLANT VISITS INCLUDING
TALKS WITH MILL OWNERS/TECHNICAL PERSONNEL, APPOINTMENTS WITH BOTH
END-USERS AND POTENTIAL AGENTS, PARTICIPATION IN PROGRAM BY GOM'S
MINISTRY OF COMMERCE AND PRIVATE SECTOR (MOROCCAN TEXTILE INDUSTRY
ASSOCIATION AND FES CHAMBER OF COMMERCE AND INDUSTRY) PLUS MEMBER MIL
L
OWNERS, AND USEFUL BRIEFINGS BY AMBASSADOR NEUMANN AMD EMBASSY/CONSUL
ATE
STAFF ON HAOW TO SUCCEED IN THIS MARKET.

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10. ONE MEMBER BECAME ILL DURING FES TRIP BUT IS RECOVERING AND WILL
CONTINUE WITH MISSION.

11. BUDGET: COMMERCE BUDGET MORE THAN ADEQUATE AS RESULT OF ONE
MISSION MEMBER USING AND PAYING FOR ONE OF TWO BEDROOMS ATTACHED TO S
UITE
AND FEWER INTERPRETERS THAN PLANNED. HIGHER THAN ESTIMATED COSTS FOR
RECEPTION AND SERVICES TO SUITE INCREADSED SMF BUDGET SLIGHTLY BUT
NO PROBLEM.

12. MISSION DEPARTING ON SCHEDULE FOR CAIRO VIA ROME.
BRUBECK

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975CASABL00382
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750186-0135
From: CASABLANCA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750514/aaaaamra.tel
Line Count: 166
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 29 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 JUL 2003 by SilvaL0>; APPROVED <02 FEB 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TEXTILE EQUIPMENT TRADE MISSION: MOROCCO FROM MISSION DIRECTOR FOR USDOC CAGNE AND/SAD
TAGS: BEXP, MO
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006